

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION**

March 20, 2008

**Holiday Inn Capitol Plaza
300 J Street
John Q Ballroom, 16th Floor
Sacramento, CA 95814**

MINUTES

Agenda Item 1 – Call to Order and Chair’s Welcome

Chair Hector Ramirez called the meeting to order at 10:46 a.m.

Commissioners Present: Hector Ramirez, Chair
David Kears, Vice Chair
Don Attore
Carla Dartis
Molly Munger

Commissioners Absent: Maria Minon, M.D.
Eleni Tsakopoulos-Kounalakis

Ex Officio Member Present: Diane Levin

Ex Officio Member Absent: Joe Munso

Chair Ramirez welcomed members of the commission who were present. He announced that the commission would discuss authorizing and extending funding for several ongoing administrative agreements and the request for commission approval to extend the contract for public education and outreach.

Agenda Item 2 – Executive Director’s Report

Kris Perry, Executive Director, provided an update and reported on the following items:

Leadership Role

In February, First 5 California joined First Lady Maria Shriver at events in Fresno, Sacramento, Los Angeles and San Francisco that were part of the WE Connect campaign, a public-private partnership encouraging low-income working residents to tap into important programs and resources.

First 5 California staff joined Maria Shriver at a Fresno event where more than 400 *Kits for New Parents* were distributed to new parents, grandparents, caregivers and soon-to-be-parents. Ms. Perry thanked First 5 Sacramento and First 5 San Francisco for distributing the *Kit* at WE Connect events in their counties to ensure families had access to important parenting information at no cost.

In February, Ms. Perry facilitated a convening of early education, child care, and K-12 stakeholders in continuation of the discussion that took place at Children Now's Policy Day last November. The theme of the meeting was Stronger Together and discussion centered on the promises and pitfalls of the current political landscape and shared goals of the stakeholders.

Protecting Proposition 10

Ms. Perry stated that First 5 California was aware of the state's budget deficit and the interest being taken in First 5 funds. As a result, First 5 California formed an Ad Hoc Workgroup with the First 5 Association to develop strategies on how best to communicate First 5's important work to legislators, stakeholders and the media. First 5 California also collaborated with counties to collect and analyze fiscal and outcome data from the 58 county commissions to develop statewide messages that are being used by the state and counties as a tool to help prepare for legislative and stakeholder meetings.

Legislation and Advocacy

First 5 California is serving as a policy resource for children 0 to 5 on several prekindergarten bills that were recently introduced in the Legislature:

SB 1629, introduced by Senator Darrell Steinberg, would establish a commission to create an early learning quality improvement system for public preschool programs offered through Title V.

AB 2759, introduced by Assemblymember Dave Jones, is a companion bill to SB 1629 that would consolidate and streamline existing Title V child development programs serving children 3 to 5 years of age.

Ms. Perry met with Senator Jack Scott to continue efforts to include preschool facilities in the Public Education Facilities Bond Act, AB 100 (Mullin).

First 5 continues to move forward educating key legislators and staff on the facts about First 5 California and the impact of the First 5 cause on the state's young children and their families.

Upcoming Conferences

The 2008 CARES Conference "Supporting the Full Spectrum of the Early Learning Workforce: from Intentional Recruitment to Retaining Leaders," will be held April 28 - 29 in South San Francisco. The conference will bring together early child care and education providers from across California and highlight promising practices and current research on early childhood workforce issues.

First 5 California's Annual Statewide Conference entitled "First 5's Next 5: Roadmap to Readiness" will be held on May 22 through the 23 at the Anaheim Marriot in Orange County. The purpose of the Conference is for county commissions, local partners and experts from related fields to highlight successes and promising practices. There is a pre-conference institute on May 21 with sessions covering evaluation, school readiness, financial planning and new county commissioner orientation.

Community Outreach

In honor of Black History Month, we wrote a news feature highlighting the importance of education and its impact on one of the most notable African Americans in our history -- Maya Angelou. First 5 secured coverage in nearly a dozen African American newspapers.

First 5 California recently secured and coordinated two more segments on KCRA's morning show here in Sacramento. Ms. Perry presented First 5's key messages on the first segment, which aired March 12 and addressed how parents can prepare their children for their first day of kindergarten. The second segment is slated for April 15 to discuss children's oral health. Thanks to First 5 Sacramento for helping identify and secure the dentist who will appear with Ms. Perry in the segment.

First 5 also secured coverage of the *Kit for New Parents* on *KIIS-FM's On-air with Ryan Seacrest* – Los Angeles's #1 general market radio station. After guest Lionel Richie joked about how he told his daughter Nicole that babies don't come with a manual, First 5 California pitched the show's producers that, in fact, California babies do come with a manual -- the *Kit for New Parents*. The next morning, Ryan Seacrest's co-host "set the record straight" on air and directed their 520,000 listeners to the station's Web site, where more information about the *Kit* was posted.

Corporate Partnerships

Ms. Perry reported that the First 5 F.A.N. Club has a new partnership with Hobee's, a family-owned restaurant chain that has been in business for 35 years. With a Latino and Asian customer base, Hobee's has locations throughout Northern California where 1,600 First 5 F.A.N. Club placemats and crowns will be distributed to customers every Wednesday, when kids eat for free. Additionally, the English and Spanish-language *Kit for New Parents* will be displayed at eight Hobee's locations.

First 5 California has secured a new corporate partnership with Dr. Fresh, an international manufacturer of children's toothbrushes, who has offered First 5 California \$30,000 worth of giveaways, including free toothbrushes and coupons to each family visiting the Hands-on Health exhibit. First 5 took particular interest in Dr. Fresh's Firefly toothbrushes because of the built-in lights that flash to encourage children to brush their teeth for the dentist-recommended length of time.

First 5's partnership with Westfield has been extended an additional three months through the end of May 2008.

Organization and Staffing

Ms. Perry announced Bill Madison as the new Communications Information Officer II. Bill returned to First 5 California after a brief stint with the California Student Aid Commission. Included as part of the consent calendar, First 5 staff is proposing that the May commission meeting be cancelled. The July meeting will be held in Sacramento instead of San Diego as originally scheduled.

PUBLIC COMMENT: None

Agenda Item 3 – First 5 Association of California Report

Sherry Novick, Executive Director of the First 5 Association, provided an update on Association activities:

- County commissions have stepped up their efforts to meet with local legislators to update them on how commissions are meeting the needs of their constituents and answer questions that may have resulted from misinformation provided by the Senate Republican Caucus about First 5 fund balances. Commissions are finding support for their work and appreciation that this is one area in which California is still able to invest in prevention.
- Senator Denise Ducheny, Chair of the Senate Budget Committee, has asked the Association to talk with legislative staff about ways in which county commission expenditures might be able to draw down greater federal matching funds or contribute to state maintenance-of-effort requirements for federal programs.
- The State Department of Health Care Services recently re-interpreted a provision of California statute, making it more difficult to use county First 5 funds as a match for some Medicaid reimbursement programs. The Association is working on legislation to rectify the problem, partnering with other agencies similarly affected, including Area Agencies on Aging.
- A convening will be held in Fresno in April for county commissions serving indigenous populations from Mexico and Central America who often speak neither English nor Spanish. These are families, increasingly represented in the ranks of migrant farm workers, who cross county lines as they follow the harvest. The convening will bring together researchers and service providers to share information.

PUBLIC COMMENT: None

Agenda Item 4 – Committee Reports

4a – Program Committee

Camille Smith, Education Administrator of Program Management, reported that First 5 staff met with the Program Committee to discuss an educational opportunity with the Ounce of Prevention in order to learn more about the educational preschool programs being offered in other states. First 5 staff also provided the Program Committee with a historical overview and timeline on the Principles of Equity and an update on the First 5 California Statewide Conference.

PUBLIC COMMENT: None

4b – Public Education and Outreach

Elisa Bupara, Director of Communications, reported that First 5 staff met with the Public Education and Outreach Committee to discuss the request to extend the Public Relations contract, fiscal template, work plans and scope of work. Discussions also included the Advertising RFP, which is projected to go public at the end of March.

PUBLIC COMMENT: None

Agenda Item 5 – Legislative Update

Marsha Jones, Chief of Legislative and Governmental Affairs, provided a brief update on state legislation and the special legislative session.

February 22 was the deadline to introduce bills and many were introduced as placeholders into which further language will be amended prior to being heard in committee. That is the case with two important preschool bills that have been the subject of large stakeholder meetings:

- SB 1629 (Steinberg) would establish a commission to create an early learning quality improvement system for early childhood education.
- AB 579 (Jones) would consolidate and streamline existing Title V child development programs that serve children 3 to 5 years of age.

First 5 California is working with the authors of both preschool bills and is available as an expert on early childhood for other members of the Legislature as well.

First 5 California has also been actively working with legislators and their staff on AB 100 (Mullin), the Public Education Facilities Bond Act bill, regarding the need to expand the bill to include funding for preschool facilities.

PUBLIC COMMENT: None

Agenda Item 6 – Administrative Contract Extensions

Terry Miller, Chief of Administrative Services, requested commission approval for the authorization of funds for four ongoing administrative service agreements to be executed for three years instead of the existing practice of contracting on an annual basis.

The state commission is statutorily required to conduct administrative operations consistent with state laws, regulations, and policy governing personnel and fiscal management. To achieve compliance with the mandates in these areas, First 5 California has contracted with the Department of Finance (DOF) for conducting annual fiscal audit services and the Department of General Services (DGS) for human resource services and contract fiscal services.

The maximum amounts of the three administrative service agreements on an annual basis have consistently been under \$150,000 and within the delegated authority of the Executive Director to authorize. However, to accomplish three-year agreements for each of these administrative service agreements state commission approval is required.

First 5 California is also required by statute to reimburse the State Controller's Office for implementation of expanded audit performance requirements described in statute that include reviewing and reporting on county audits and performing quality control functions. While this is a statutory mandate, First 5 California must have a formal agreement in place to support the transfer of funds between First 5 California and the State Controller's Office.

Approval of this request will not add any additional costs for these services; rather it will reduce staff hours and costs related to contract processing.

Agenda Item 6a – Department of Finance: Annual Financial Audit Contract

MOTION/ACTION: Commissioner Attore moved that the commission approve funding of up to \$267,425 to continue the financial audit services provided by the Department of Finance, Office of State Audits and Evaluations for three fiscal years, through FY 2010-11. The motion was seconded by Commissioner Munger.

PUBLIC COMMENT: None

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 6b – State Controller's Office: County Expanded Audit Requirements

MOTION/ACTION: Commissioner Attore moved that the commission approve funding of up to \$750,000 to continue to reimburse the State Controller's Office for work performed relating to oversight of county commission compliance with expanded audit requirements for three fiscal years, through FY 2010-11. The motion was seconded by Vice Chair Kears.

PUBLIC COMMENT: None

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 6c – Department of General Services: Human Resources Contract

MOTION/ACTION: Commissioner Attore moved that the commission approve funding of up to \$203,576 to continue the human resources services provided by the Department of General Services, Human Resources Division for three fiscal years, through FY 2010-11. The motion was seconded by Commissioner Dartis.

PUBLIC COMMENT: None

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 6d – Department of General Services: Contracted Fiscal Services

MOTION/ACTION: Commissioner Attore moved that the commission approve funding of up to \$280,159 to continue the procurement of fiscal services provided by the Department of General Services, Contract Fiscal Services for three fiscal years, through FY 2010-11. The motion was seconded by Vice Chair Kears.

PUBLIC COMMENT: None

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 7 – Extend Public Education and Outreach Contract for Two Years

At the January commission meeting, First 5 staff requested approval to extend the existing public relations contract, which expires in May 2008. At that meeting,

commissioners requested additional information to help guide their discussion and decision on extending the public relations contract.

Elisa Bupara, Director of Communications, provided commissioners with extensive historical information and fiscal data related to the contract and extension request.

Ms. Bupara provided comprehensive information regarding key deliverables under the contract, some of which include: the Hands-On Health Mobile Van, ethnic outreach to African American, Latino and Asian Pacific Islander American families and others, media technical assistance to county commissions and First 5's corporate partnerships program.

The current contract was competitively bid three years ago through an open process. The language to extend for two years is included in the contract. Furthermore, it will lock First 5 to rates that were established three years ago.

Extension of the contract allows First 5 California to continue its public education and outreach to California families as defined in statute. It helps First 5 achieve its strategic objectives by broadening public awareness about the importance of early childhood development on a child's ability to succeed in school and in life.

In addition, this contract is the only means currently available to promote distribution of our *Kit for New Parents* through First 5's 800 line, which helps position First 5 California as a reliable and trusted source of information around early childhood development.

MOTION/ACTION: Commissioner Attore moved that the commission approve funding of up to \$7.4 million to extend The Rogers Group contract for two years through May 31, 2010. The motion was seconded by Commissioner Munger.

PUBLIC COMMENT:

Jennifer Long (Executive Director, First 5 Colusa County) expressed support of, and urged commissioners to extend, the Public Education and Outreach Contract.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 8 – Consent Calendar

The commission considered approval of the consent agenda items:

- The January 24, 2008 Commission Meeting Minutes
 - Cancellation of May Commission Meeting
 - Agreement Ratification
- Purchase Order: CFF-4523

MOTION/ACTION: Vice Chair Kears moved that the commission approve the consent calendar. The motion was seconded by Commissioner Dartis.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 9 – Adjournment

Commissioner Attore moved for adjournment of the commission meeting. The motion was seconded by Vice Chair Kears and was approved by a unanimous vote of the members present.

The next scheduled commission meeting is July 17, 2008.